

Development Workshop: Setting Goals and Objectives

AFFINITY RESEARCH GROUPS

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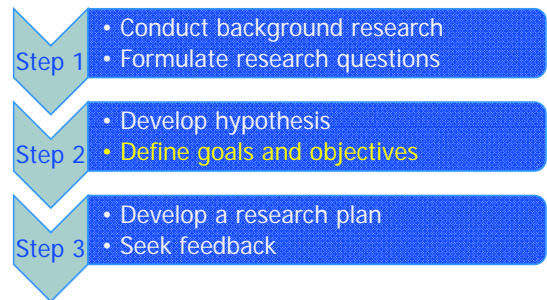
WARM-UP

- Introduce yourself to someone you don't know well.
- Find out what his or her goal is for the semester.

EXPECTED OUTCOMES

- Understand the differences between goals and objectives.
- Be able to set realistic goals and measurable objectives.
- Understand the importance of review and refinement of goals and objectives.

RESEARCH PROCESS

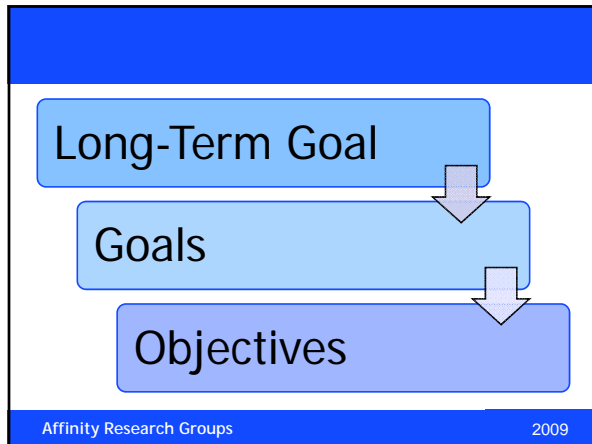


GOALS

GOALS

Broad purposes around which all project activities and resources will be organized.

- State what you hope to accomplish, but usually are not measurable.
- Create the setting for what you are proposing.
- Identify a gap in knowledge.
- Describe what you want to achieve and the outcome.
- Should be important and the outcome should impact your long-range research plan.



GOAL EXAMPLES

- Review the goals in the handout.
- What are your observations?
- Time limit: 10 minutes

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REPORT OUT

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QUESTIONS: THINK

- What is your long-term research goal?
- What is your project goal(s)?
- Time: 8 minutes

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QUESTIONS: SHARE

- Share your answer with the group.
- Discussion:
What gap in knowledge does the goal address?
How does the goal relate to achieving the long-range research goal?
- Time: 12 minutes (4 minutes per member)

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OBJECTIVES

Specific things that will be accomplished in the project

- Operational
- Measurable
- Basis for the activities of your project
- Basis for the evaluation of your project

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SMART OBJECTIVES

- **Specific:** concrete, detailed, and well defined
- **Measurable:** concrete criteria for measuring success; helps define when objective is achieved
- **Achievable:** ability to attain with effort and commitment; feasible and actionable
- **Realistic:** considers resources, e.g., equipment, time, and people
- **Time-bound:** defined timeline

GUIDELINES

- Ensure that all objectives relate to and support your overall project goal.
- Ensure that your objectives correlate with a specific goal.
- Delineate a reasonable number of objectives, presented in a logical order.
- “Why” objectives are generally stronger than “what” objectives.
- Make sure no objective is dependent on the successful outcome of another.

STRONG & WEAK VERBS FOR OBJECTIVES

Strong:

- to increase
- to determine
- to create/design
- to evaluate/analyze
- to describe
- to calculate
- to contrast
- to classify

Weak

- to promote
- to encourage
- to understand
- to become aware
- to work with
- to support
- to grasp
- to study

COMMON ERRORS

- Too specific to be meaningful
- Too broad to be measurable
- Too many to be manageable
- Too few to be comprehensive
- Too arbitrary to be relevant
- Too boilerplate or “cookie-cutter” to be individualized

EXERCISE

- Review the objectives in the handout.
- What are your observations?
- Time limit: 10 minutes

REPORT OUT

QUESTIONS: THINK

Write 3 objectives for one or more of your research goals.

Time: 7 minutes

SHARE

- Each member shares one objective with the group.
- Discussion:
Is it SMART?

SUMMARY

- Differences between goals and objectives
- Importance of articulation, review, and refinement
- Use of timeline to track progress
- Others?

NEXT STEPS

- On a sheet of paper, write your next steps for completing and refining your research goals and objectives.

REPORT OUT

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